Monday, December 2, 1985

Advertising Age

Crain's International Newspaper of Marketing
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Illustration by Roger Schillerstrom

Empty minute to give relief for Super viewers

By ROBERT RAISSMAN

NBC Sports will let the screen go dark for one minute during its Super Bowl XX pregame show and invite football fans to make a run for the refrigerator or the bathroom without missing any coverage of the spectacle.

Michael Weisman, NBC Sports executive producer, said the time out will not reduce the number of commercials in the Jan. 26 telecast. But it still could be construed as a costly giveaway, since pregame spots are selling for $275,000 to $300,000 per 30 seconds.

During the break, NBC will air music while the tv screen goes dark except for the "NBC Sports" logo and a clock in the lower right corner ticking off the seconds.

"I was going to use sound effects of toilets flushing and beer cans popping open, but I thought that would be a bit much," Mr. Weisman said."

Mr. Weisman, an innovator who once tested an announcerless football game on tv, said he took his intermission idea to NBC Sports president Arthur Watson. He said Mr. Watson agreed the break was needed. NBC's Super Bowl Sunday coverage is likely to last at least eight hours. It includes a college basketball game between the University of North Carolina and Notre Dame, the two-hour Super Bowl pregame show, the 3½-hour game telecast and a half-hour postgame show.

Mr. Weisman said advertisers as well as viewers will benefit from the intermission. Companies break new campaigns during the game and Mr. Weisman believes an early "time out" might keep more viewers in front of their sets while the commercials air.

"This may not be a cure [for people leaving the tv during spots] but it certainly will help," Mr. Weisman said. "If this intermission has positive results, why not extend it to two-hour prime time movies and other lengthy tv events?"

Initial advertiser reaction to the idea was lukewarm, however.

Steve Leff, exec vp-director of media services, Backer & Spiel-

(Continued on Page 104)

"I was going to use the sound of toilets flu... ...but thought that would be a bit much."

U.S. car makers drive away from Super Bowl

NEW YORK—U.S. auto companies are sitting out the network Super Bowl telecast for 1986.

For the first time in years, the single network automotive advertiser on the game will be a foreign company: Nissan Motor Corp. U.S.A., the No. 2 Japanese importer, which is feeling competitive pressure from American Honda Motor Co.

No U.S. maker picked up the domestic auto advertising exclusivity, though that does not rule out their presence in selected markets as spot advertisers. Ford division of Ford Motor Co. has one network spot in the pregame show.

"NBC couldn't count on the old faithfuls," said Ron Fredrick, senior vp, J. Walter Thompson USA, Detroit, who handles Ford media. Mr. Fredrick said traditional big sports advertisers thought NBC's price was too high.

He added, "When Chevy threw

Baseball spells relief another way. Page 104.

down the gauntlet about the $1 million minute [last year], that may have had some impact on the market." The Super Bowl has become "symbolic of advertiser excess," Mr. Fredrick said, and many cost-conscious advertisers see it as one of the first places to cut back.

NBC announced the Super Bowl was "sold out" last week and that advertisers had paid its record $1.1 million per minute asking price, but it apparently did so selling mostly first-time Super Bowl advertisers. Many advertisers in ABC's Super Bowl XIX, at $1 million a minute, did not return. Most cited the excessive price of Super Bowl time.

NBC refused last week to reveal which advertisers are in the Jan. 26 telecast. Robert Blackmore, senior vp-sales, NBC-TV, when read last January's list of Super Bowl advertisers, said, "99% of those are

(Continued on Page 104)

Ad prices up 30%, with audience guarantee

ABC's Olympics promise

By VERNE GAY

NEW YORK—ABC Sports has opened its 1988 Winter Olympics sales effort by giving audience guarantees for the first time ever in exchange for a 30% increase over 1984 to $325,000 per 30 seconds in prime time.

ABC is aiming at a take of $500 million for its Calgary winter games telecasts, more than double the $187 million sold for the 1984 Winter Games in Sarajevo, Yugoslavia. The 1988 winter target comes close to the 1984 Summer Games in Los Angeles, which generated revenues of $625 million.

NBC-TV has the rights to the 1988 Summer Games in Seoul, South Korea, and is expected to begin selling those games Dec. 5. Bertram Zeldin, the former head of NBC sports sales before moving over to head sports marketing at the network, has been brought back into sales to spearhead NBC's Olympics sales efforts.

ABC is taking some novel sales approaches to maximize commercial sales for the winter games. Along with giving household guarantees for the first time in Olympics broadcast history, ABC plans to sell franchise advertisers program vignettes called "Great Olympic Moments" as part of its over-all package. The vignettes, similar to newsbreaks, will be broadcast throughout 1987 in all dayparts.

ABC began a hurry-up offense in recent weeks after it became apparent NBC-TV would begin selling the 1988 Summer Games as early as next week. Observers believe ABC, which had delayed pitching advertisers on the winter games because of a lackluster sports sales market, was forced to act because of NBC's apparent bullishness on the Seoul Games. Both will be approaching the same list of advertisers.

In a series of presentations to key agencies and ad-

(Continued on Page 104)

Dole tries a fresh approach

By BRIAN LOWRY

SAN FRANCISCO—Castle & Cooke hopes to carve a new niche in the booming fresh produce market by taking Dole-branded fresh-cut vegetables national next year.

The move is part of an effort by Castle & Cooke to equate the Dole brand name with fresh foods, as the company proceeds to market brand-name tomatoes, cucumbers, green peppers and citrus fruits (AA, Aug. 26).

The company estimates branded produce, mostly fruit, is a $2.5 billion-to-$4 billion segment of the $24 billion fresh produce category.

The precut vegetables are seen

(Continued on Page 104)

Last Minute News

Federal Express Zaps Ally, hires FMR

MEMPHIS—Federal Express unexpectedly switched agencies for its ZapMail Service last week, awarding the estimated $15 million broadcast and print account to Fallon McElligott Rice, Minneapolis. Ally & Gargano, New York, remains the Federal Express agency of record. A&G executives could not be reached for comment.

General Mills has big backing for Boppers

MINNEAPOLIS—General Mills today breaks a $25 million campaign backing the national rollout of Nature Valley Bopper granola bars. The campaign, which includes 22 weeks of network tv, originally had been set for July (AA, July 22). It was delayed, sources say, to prevent product shortages after unusually strong retail response. Boppers combine a peanut butter center with a chocolate coating. Needham Harper Worldwide, Chicago, handles.

Allied account hits the road

BROADVIEW, ILL.—Allied Van Lines has moved its estimated $2 million-to-$3 million Yellow Pages directory account to Wahlstom & Co., Stamford, Conn., a subsidiary of Foote, Cone & Belding. Previous agency was Richard Bandler Co.; Allied's consumer advertising agency of record is D'Arcy Masius Benton & Bowles, Chicago.

Anheuser-Busch still putting on 'The Ritz'

CHICAGO—St. Louis-based Anheuser-Busch has resumed testing here a

(Continued on Page 8)

M
FMJE
DC20014CENGLI
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

HIGHLIGHTS

ABC makes Olympic guarantee 1
ABC Sports has opened its 1988 Winter Olympics sales effort by giving audience guarantees for the first time ever in exchange for a 30% price increase compared with 1984 to $325,000 per 30 seconds in prime time. ABC is aiming at a take of $500 million for its Calgary winter games telecasts, more than double the $187 million sold for the 1984 Winter Games in Sarajevo, Yugoslavia.

NBC gives you a break 1
NBC Sports will let the screen go dark for one minute during its Super Bowl XX pregame show and invite football fans to make a run for the refrigerator or the bathroom without missing any coverage of the spectacle. Michael Weisman, NBC Sports executive producer, said the time out will not reduce the number of commercials in the Jan. 26 telecast. But it still could be construed as a costly giveaway, since pregame spots are selling for $275,000 to $300,000 per 30 seconds.

Bates tries French connection 3
Ted Bates Worldwide, convinced that the time is right for "experimentation" by ad agencies, has imported one of its joint ventures into the U.S. to form a creative specialty shop that reports directly to agency chairman Robert Jacoby. The new agency is called L'Entente Delacroix/New York, and its president and creative director is Michel Delacroix, who also heads a group of agencies and communications companies of the same name in France.

Tax changes win friends 3
If the House committee version of President Reagan's tax-reform program is approved by Congress and becomes law, advertising agencies will face a burdensome new accounting procedure. But over-all, agencies and clients would welcome a lowering of the corporate tax rate and have little to fear from proposed changes.

Holiday entertainment on tap 4
The entertainment industry has something for everyone. Film buffs can look forward to Christmas releases and readers can stock up on hardback books at prices not far out of line with paperbacks. *An* Advertising Age *roundup.*

Tough times for Murdoch dailies 6
Rupert Murdoch may need two years to sell his Chicago and New York daily newspapers, judging from figures released last week by the Audit Bureau of Circulations.

Cultivating advertising budgets 10
The federal farm bill now being pushed through Congress calls for an explosive increase in advertising and promotional spending to boost lagging sales of beef and pork.

Nike takes run at Adidas 14
In Europe's running-shoe marathon, Adidas is in the lead, but Nike is starting its big kick. Last week, in a move directed against arch-rival Adidas, Nike consolidated more than $2 million in European advertising accounts with Grey Advertising, and there is the prospect of more Nike business to come.

GLOBAL MEDIA

The big are getting bigger 45
Time, Newsweek, Dow Jones & Co. and CBS are looking to expand their bases in Europe and Asia, according to Ad Age's second annual report on global media. Also, new tv channels, and satellite and cable tv, are changing the face of electronic media internationally.

INTERNATIONAL

BBDO in Hong Kong court 61
BBDO Hong Kong this month will ask a court to place a restraining order on eight former staffers to stop them from taking clients away from the beleaguered agency. Former managing director Edwin Chan, together with seven staff members, resigned last summer and formed a new agency called Quattro.

Draft Bud in English pubs 61
Two tv commercials, produced by an English agency, Abbott Mead Vickers, but shot in New Jersey, are the heart of a new $7 million campaign to introduce Budweiser draft beer in the U.K.

Costa Rica's predicament 62
When you have a declining economy, the world's largest per-capita foreign debt and a desperate need for American tourists, here's what you don't want to be: Nestled in Central America bordering Nicaragua.

CATEGORY REVIEW

Auto makers keep on truckin' 70
Trucks have become the major automotive growth market, and marketers hope to increase their success with life-style advertising that breaks with the vehicles' tough-guy image of the past. Truck sales account for nearly three out of every ten vehicles sold in the U.S., the biggest share of the market ever.

NEW PRODUCTS

Making eating easy 96
Food marketers continue looking for ways to ease working couples' burden of preparing adequately elaborate meals at home, according to a review of new-product news in Advertising Age.

OTHER NEWS

Small appliances are big sellers this Christmas season, paced by Sunbeam's Oskar food processor—the Cabbage Patch Kid of the kitchen set. Cordless appliances and irons also are selling well, as are appliances in bold, bright colors. Page 4.

A code of ethics was the only recommendation a blue-ribbon panel of politicians and media representatives could offer to improve political advertising in presidential elections. Page 6.

One by one, the Federal Trade Commission is knocking down the performance claims of the leading players in the multi-million-dollar household air cleaner market. Norelco and Oster are the latest to bow to FTC pressure over false or unsubstantiated ad claims. And there may be more such consent agreements coming. Page 10.

Entertainment-minded agencies in Los Angeles are rushing to pitch Dino De Laurentiis' estimated $40 million account. The mad rush started soon after the flamboyant Italian producer completed his purchase of Embassy Pictures from Coca-Cola Co., renamed it the De Laurentiis Entertainment Group and cut loose 70 of Embassy's 180 employes. Page 14.

Innovation, value and corporate philosophies are some of the keys to building a successful company, according to authors Donald K. Clifford Jr. and Richard E. Cavanagh in "The Winning Performance: How Americ..'s High-Growth Midsize Companies Succeed." Page 42.

Sears, Roebuck & Co., celebrating its 100th birthday, is determined not to act its age. The nation's largest retailer had its agencies prepare advertising aimed at establishing Sears as *the* store of the future. Page 28.

When Chesebrough-Pond's introduces Ragu Pasta Meals in March, with $24 million in annual ad spending, it hopes to dispel the notion that canned pasta is kids' stuff. Page 36.

Six months after Rupert Murdoch sold the *Village Voice* to Leonard Stern, the irreverent weekly is as irreverent as ever. But it is beginning to look more respectable. Page 41.

COMING THURSDAY

While Muhammad Ali was toe-to-toe with Smokin' Joe Frazier, bringing the Thrilla in Manila to a knockout close in 1975, Kay Koplovitz was stateside thrilling to the marvel of Home Box Office's breakthrough satellite transmission of the fight from the Philippines. As the lights went out for Joe Frazier, the dawn was rising on cable tv.

Special Report looks at how the cable tv industry is working to fine-tune its image as penetration increases in major markets, interconnects make their presence felt in local markets and pay-per-view ventures crop up in response to videocassette recorders.

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Vol. 56, No. 93—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the first week in July, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy on Monday, 75¢ a copy on Thursday, $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Johnson to give lotion an 'E' effort

By LAURIE FREEMAN

S.C. Johnson & Son is battling for a larger share of the hand-and-body lotion market by reformulating its Soft Sense brand.

Racine, Wis.-based Johnson has budgeted more than $8 million to introduce Soft Sense with Vitamin E (AA, Nov. 25). A national tv, print and coupon campaign is via J. Walter Thompson USA, Chicago. Ads are themed "Suddenly, everything is softer."

Johnson considers Soft Sense to be the No. 3 brand in the $500 million hand-and-body lotion category, behind leader Vaseline Intensive Care (Chesebrough-Pond's) and Jergens (American Brands).

Analysts, however, give Soft

(Continued on Page 102)

Old Style ads nip A-B in Bud

By SCOTT HUME

G. Heileman Brewing Co. is getting feisty.

A new tv commercial for its Old Style premium brand opens with the Budweiser beer wagon, complete with shaggy-hooved Clydesdale horses, rolling across the plains.

This familiar and idyllic scene is rudely interrupted by the arrival of an Old Style wagon, which roars into the lead as its driver cracks his whip and an announcer extols the virtues of Old Style over Anheuser-Busch's Budweiser.

La Crosse, Wis.-based Heileman, the nation's fourth-largest brewer (shipping an estimated 13 million bbls. through 1985's

(Continued on Page 102)

West Coast news

Canadians look south for shop

Rostrum Communications, Vancouver, British Columbia, has selected Cohen/Johnson, Los Angeles, as its first agency for a $2 million-plus account. The Canadian publisher, known primarily for technical books, plans to market directly to the consumer and will expand its roster next year to include nonfiction. Ads, to begin in February, involve print and radio, with tv under consideration.

Pioneer Takeout Corp., Los

(Continued on Page 102)

Computer books sag

NEW YORK—Major changes in the slumping computer publishing field (AA, Oct. 10, *et seq.*) have scrambled the standings at the top.

Two top-10 magazines will not be around in 1986: McGraw-Hill Information Systems Co.'s *Popular Computing*, which was No. 7 in audited circulation as of last June, at 262,000, and Ziff-Davis Publishing Co.'s *Creative Computing*, No. 8 as of last June, at 250,000, though its average net paid circulation has been 300,000.

A third magazine, Hayden Publishing Co.'s *Personal Computing*, has slashed its '86 rate base 25.9%, to 400,000.

This means Scholastic Inc.'s *Family Computing* will move to first place among computer magazines. Its '86 rate base has been increased 9.3%, to 410,000.

Computer publications have been hit hard in advertising as well as circulation. Industry analysts expect the field to finish '85 with a decline in ad revenues of 10% to 20% and a decline in ad pages of 20% to 25%.

The slump also has affected other computer publications.

Ziff-Davis has sold its Cherry Hill, N.J.-based Data Decisions subsidiary, which publishes computer and communications systems newsletters, to McGraw-Hill, which will cease DD's operations and offer customers reports from its comparable Datapro Research Corp. And Ziff-Davis also folded its much-heralded "Computer Industry Daily" newsletter.

Not all the news in the field is bad. Some publishers are finding success with titles targeted to specific hardware and/or software. Lotus Development Corp. has posted a rate base of 300,000 for its magazine, *LOTUS*, which made its debut last May, good for fifth place among magazines in '86.

At right are estimates for magazines next year, compared with the standings as of last June. Source: "Marketing Technology" newsletter.#

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Computer magazines

The demise of both *Popular Computing*, No. 7 this year in circulation/rate base, and *Creative Computing*, No. 8, will change the rankings of the 10 largest computer magazines in 1986. While the remaining eight from '85 all show up in the '86 top 10, some change ranks, and there is room for two newcomers, *LOTUS* and *Commodore Microcomputers*. NR means not ranked. *Source: "Marketing Technology" newsletter, New York.*

Rank '86	Rank '85	Magazine	Rate base 1986	Rate base 1985
1.	2.	*Family Computing*	410,000	400,000
2.	1.	*Personal Computing*	400,000	540,000
3.	3.	*Byte*	391,600	391,000
4.	4.	*Compute!*	350,000	372,000
5.	NR	*LOTUS*	300,000	NR
6.	6.	*PC World*	277,000	277,000
7.	5.	*Compute!'s Gazette*	275,000	302,000
8.	9.	*PC*	250,000	221,000
9.	10.	*Run*	195,000	185,000
10.	NR	*Commodore Microcomputers*	165,000	NR

Sears centennial ads looking ahead

By LAURIE FREEMAN

CHICAGO—Sears, Roebuck & Co., celebrating its 100th birthday, is determined not to act its age. Rather than take a nostalgic look at its past, the nation's largest retailer had its agencies prepare advertising aimed at establishing Sears as *the* store of the future.

Ogilvy & Mather and Needham Harper Worldwide's Chicago offices share the company's $726.2 million merchandise division ad budget and are splitting the ad duties associated with the centennial celebration. O&M handles Sears' automotive, appliances and hard lines; Needham is the apparel and home-fashion merchandise agency.

O&M got the birthday party going Nov. 18 with the celebration's first network tv spot. It includes the umbrella "There's more for your life at Sears" theme, but unveiled Sears' "New Century" gold-tinted logo. Sears sources say the logo will appear "in some form" in all advertising throughout 1986, whether as a banner in tv spots and in print ads or included in the broadcast copy voiceover.

At the same time, Needham is said to be working on a non-sales-related, corporate-image campaign for the retailer that also will incorporate the New Century logo.

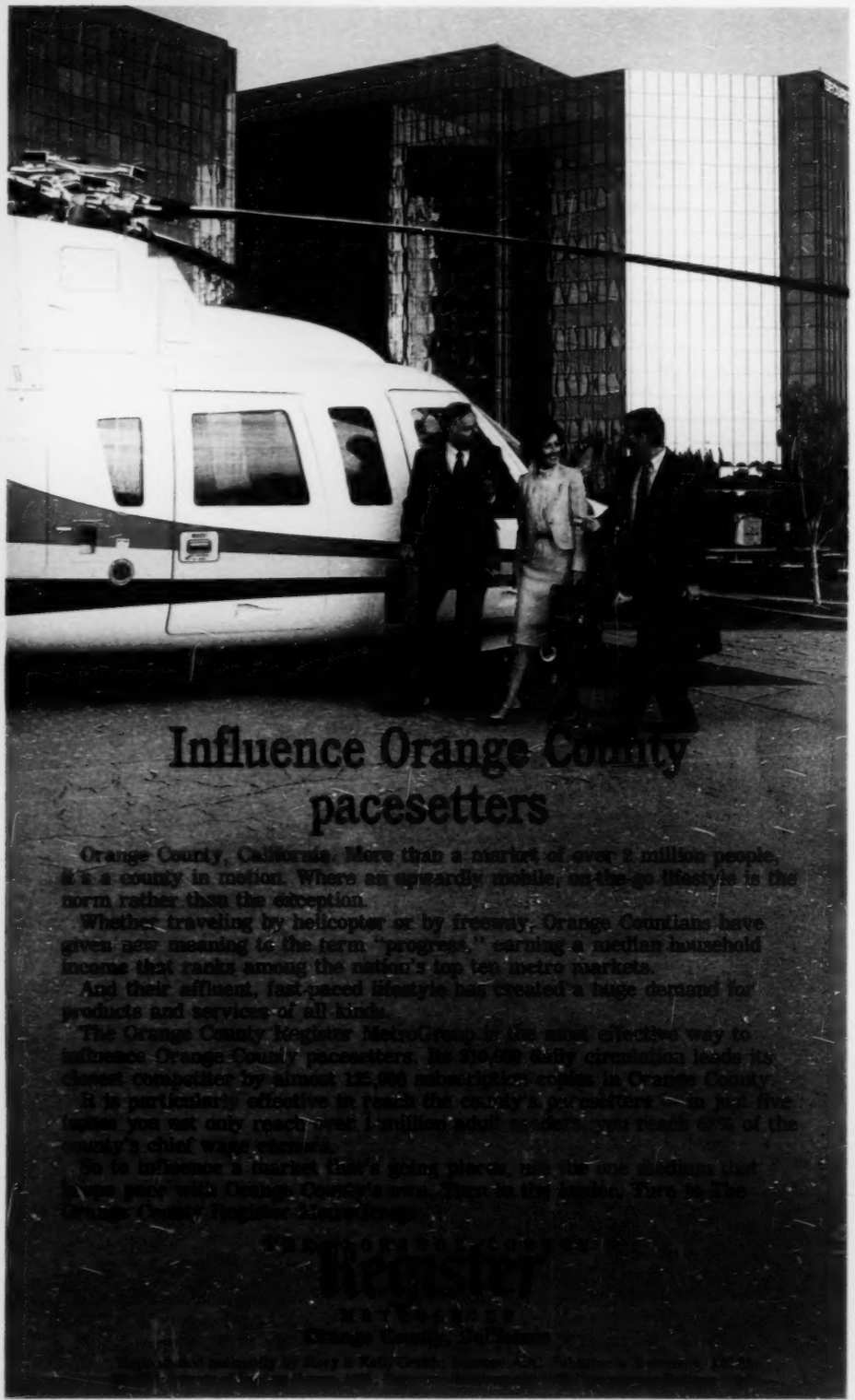
The centennial campaign is designed both to increase retail store traffic and to provide Sears with a slightly different forum in which to introduce more than 100 New Century products being added to the company's catalog and stores.

Sears' New Century items range from state-of-the-art consumer electronics to the latest in sportswear, including its new Stefanie Powers-endorsed line of women's career apparel (AA, Sept. 9); a no-splatter, gel-like paint that turns to liquid when applied by a roller; men's never-sag socks, and a wide-screen projection television set that allows viewing from any angle.

Additionally, sources say Sears is working on a national campaign that will promote the chain's "Store of the Future" renovations (AA, July 22). Sears expects approximately 250 of its nearly 1,000 stores to be remodeled by yearend, and is designing ads that tout those makeovers.#

Gouchenour joins 4A's

ORLANDO, FLA.—Gouchenour Advertising here has been elected to the American Assn. of Advertising Agencies.



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Advertising Age's global media lineup

	Title/publisher	Major printing plants for int'l. editions	Paid N. American circulation (% chg. from 6/84-6/85)	Paid foreign circulation by region (% chg. from 6/84-6/85)	Paid global circulation (% chg. from 6/84-6/85)	Cost of worldwide B&W page ($/1986)	Global CPM B&W pg. ($/1986)	Top worldwide advertisers 1985
DAILIES	***Financial Times of London*** Financial Times Ltd. London	London Frankfurt Bellmawr, N.J.	8,830[2] (+51.8)	Europe: 204,071[3] (+1.2) Middle East/Africa: 4,019 (−16.6) Asia/Pacific: 2,875 (+2.8) Latin America: 189 (−52.4) West Indies: 188 n.a.	229,423[10] (+6.0)	full: 25,984 qtr: 6,496	113.00	IIIi Morgan Guaranty Bank Standard Chartered Pan American Mercedes Benz
	International Herald Tribune New York Times & Washington Post	8 cities around the world	2,264 (+9.4)	Europe: 125,793 (+5.0) Middle East/N. Africa: 8,839 (−20.7) Asia/Pacific: 25,062 (+4.0) Sub-Saharan Africa: 1,838 n.a. Other: 843 (+78.6)	164,639 (+4.5)	full: 29,044 qtr: 7,261	176.41	IBM AT&T Intercontinental Hotels R.J. Reynolds Trade Development Bank
	Wall Street Journal Dow Jones & Co. New York	Hong Kong Singapore Heerlen, Neth.	1,990,025 (+1.5)	Asia: 28,383 (+2.4) Europe: 32,027 (+26.0)	2,050,435 (+1.9)	full: 96,312 qtr: 24,078	46.97	Bankers Trust[4] IBM CitiCorp Wang Laboratories Pan American
WEEKLIES	***Business Week*** McGraw Hill New York	Philadelphia, PA	795,409 (+2.6)	Europe: 45,222 (+10.5) Asia: 21,190 (+1.0) Latin America: 16,291 (−6.7) Other: 1,363 (−19.6)	878,276 (+2.6)	full: 32,142	36.60	DHL[4] Citiband Philips Daewoo Fujitsu
	The Economist The Economist Newspaper London	Singapore London Connecticut	104,736 (+3.4)	Europe: 127,806 (+11.4) Asia/Pacific: 25,088 (+27.8) Africa: 7,981 (+16.4) Middle East: 7,769 (+31.2) Central & S. Am.: 5,037 (+12.0)	278,417(+10.1)	full: 5,550[5]	19.93	AT&T Singapore Airlines Lockheed Citibank Lufthansa
	Guardian Weekly Guardian Publications Manchester	Montreal Lincoln (U.K.)	24,236 (−1.4)	Europe: 16,638 (−0.9) Asia: 12,572 (+3.2) Middle East/Africa: 5,450 (+5.4) Latin America: 1,312 (+2.7) Other: 397 n.a.	60,585 (+0.2)	full: 957	15.82	Tyndall Managers Gartmore Amnesty International Bumpus Haldane Maxwell W.T. Fry
	Newsweek Newsweek Ltd. New York	Zurich Tokyo Hong Kong Daytona Beach	3,059,410 (+0.7)	Atlantic: 301,507 (−0.3) Latin America: 50,111 (+8.7) Asia: 183,455 n.a. S. Pacific: 125,000[6] n.a.	3,719,483 (+3.5)	full: 82,470[5]	19.36	Rupperts Int'l.[4] British American Tobacco Singapore Airlines Rolex Watches Distillers Co.
	Time Time Inc. Publications New York	Toronto Miami, FL Weert, Neth. Melbourne Hong Kong	5,037,151 (+0.9)	Atlantic: 531,239 (+1.2) Asia: 257,243 (+6.2) S. Pacific: 140,867 (+0.1) Latin America: 90,744 (−9.5)	6,057,244 (+0.9)	full: 114,740	18.94	Rothmans Int'l.[4] Singapore Airlines Philip Morris Rolex Watches IBM
MONTHLIES	***International Management*** McGraw-Hill Publications Overseas Corp. Lausanne, Switzerland	Singapore St. Gallen, Switz.	n.a.[9]	Europe: 84,303 (+19.7) Middle East: 25,617 (+16.0)	109,920(−45.6)	full: 7,855	71.40	N.V. Philips Dresdner Bank Lufthansa Thai Airways British American Tobacco
	National Geographic Nat'l. Geographic Society Washington, D.C.	Corinth, MS	9,266,615 (+2.8)	Atlantic: 686,538 (+0.4) Pacific: 382,312 (+1.3) Latin America: 92,031 (+1.9) Other: 21,900 (−33.5)	10,449,396 (+2.4)	full: 115,520	11.05	Canon Cameras AT&T Nikon Inc. Olympus Corp. Nissan Motor Co.
	Reader's Digest Reader's Digest Assn. Pleasantville, N.Y.	26 cities around the world	19,745,000 (+1.1)	Atlantic: 7,268,000 (−0.5) Pacific: 2,167,000 (−0.6) Latin America: 1,144,000 (−9.6)	30,324,000 (+0.1)	full: 207,275	6.84	Nissan Motor Co.[4] Toyota Motor Sales Unilever General Motors Corp. Procter & Gamble
	Scientific American Scientific American Inc. New York	Old Saybrook, CN	557,701 (+0.5)	Europe: 65,548 (−0.4) Asia/Pacific: 20,506 (−5.6) Central & S. Am.: 5,221 (−17.3) Africa: 2,360 (−8.5) Middle East: 1,066 (−29.4)	654,489 (+0.3)	full: 21,000	32.31	McDonnell Douglas Hewlett-Packard Hughes Aircraft AT&T Hitachi
	South South Publications Ltd. London	London	5,867 (−24.2)	Middle East/Africa: 30,432 (+7.3) Asia/Pacific: 18,802 (+36.6) Europe: 13,849 (+2.8) Latin America: 11,250 (+6.4)	80,200 (+10.3)	full: 3,174	39.57	Bank America Citibank Lufthansa N.V. Philips Airbus Industries
	WorldPaper[7] World Times Inc. Boston	18 countries around the world	U.S. edition starts in January n.a.	Latin America: 237,000[8] (−23.3) East Asia: 368,500 (+22.4) Middle East: 84,000 (−29.7)	689,500 (−8.7)	full: 24,255 qtr: 8,975	35.00	AT&T Jim Beam IBM Pan American Hertz
OTHER	***Fortune*** Time Inc. Publications New York	Zurich, Switz.	632,393 (+2.5)	Europe: 56,153 (+1.5) Asia: 35,697 (+1.9) Other: 8,982 (+15.9)	733,225 (+3.3)	full: 28,040	38.68	IBM AT&T General Motors Corp. Volkswagen Ford Motor Co.
	Harvard Business Review Harvard Business Review Boston	Glasgow, KY	214,576 (+1.3)	Europe: 11,504 (−6.6) Asia/Pacific: 7,569 (−5.9) Central & S. Am.: 3,149 (−18.2) Middle East/Africa: 3,121 (−15.9) Other: 1,163 n.a.	241,082 (+0.4)	full: 7,200	29.86	IBM AT&T General Motors Corp. N.V. Philips Thai Airways

[1]In all U.S. and international editions.
[2]As of November, 1985.
[3]All circulation figures as of December, 1984.
[4]All advertisers in category are for non-U.S. editions.
[5]Page cost is for 1985.
[6]An insert in Australia's *Bulletin* with *Newsweek*.
[7]Distributed as a newspaper supplement.
[8]All circulation figures as of October, 1985.
[9]Not applicable
[10]As of June, 1985.
Source: compiled by *Advertising Age*.

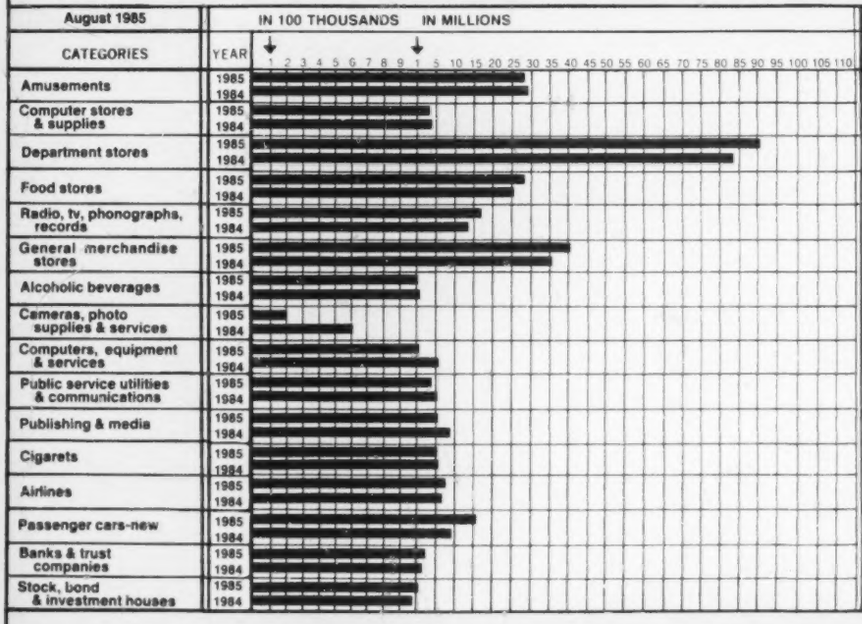
HOW TO GET THROUGH THE HOME CENTER MEDIA MAZE

ADVERTISE IN THE ONE PUBLICATION THAT REACHES THE WHOLE HOME CENTER MARKET.

Home Center MAGAZINE

400 Knightsbridge Parkway
Lincolnshire, Illinois 60069
mailing address: P.O. Box 400
Prairie View, IL 60069 312/634-2600
VANCE PUBLISHING CORPORATION

FLASH REPORT: Newspaper advertising investment for August



CATEGORIES	YEAR	DOLLARS 1985	DOLLARS 1984	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1985	$28,132,504	$28,929,641	-797,137	- 2.8
	1984				
Computer stores & supplies	1985	3,843,214	4,019,187	-175,973	- 4.4
	1984				
Department stores	1985	91,522,438	83,248,011	+8,274,427	+ 9.9
	1984				
Food stores	1985	28,094,638	25,605,928	+2,488,710	+ 9.7
	1984				
Radio, tv, phonographs, records	1985	17,402,967	14,358,170	+3,044,797	+ 21.2
	1984				
General merchandise stores	1985	41,235,507	36,685,756	+4,549,751	+ 12.4
	1984				
Alcoholic beverages	1985	1,990,704	2,142,016	-151,312	- 7.1
	1984				
Cameras, photo supplies & services	1985	230,524	625,047	-394,523	- 63.1
	1984				
Computers, equipment & services	1985	2,975,689	5,669,716	-2,694,027	- 47.5
	1984				
Public service utilities & communications	1985	4,713,861	5,166,356	-452,495	- 8.8
	1984				
Publishing & media	1985	5,669,664	8,036,135	-2,366,471	- 29.4
	1984				
Cigarets	1985	5,279,312	5,408,921	-129,609	- 2.4
	1984				
Airlines	1985	7,815,943	7,546,314	+269,629	+ 3.6
	1984				
Passenger cars-new	1985	15,597,760	9,926,786	+5,670,974	+ 57.1
	1984				
Banks & trust companies	1985	4,482,756	4,419,342	+63,414	+ 1.4
	1984				
Stock, bond & investment houses	1985	1,256,973	970,162	+286,811	+ 29.6
	1984				

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Daily papers warm up to August

New York—The traditional end of summer, followed by newspapers' best advertising revenue period, turned out reasonably well for dailies in the 15 major markets that Media Records measures for the Advertising Age Flash Report.

Over-all, advertisers' August spending in 16 measured categories was up 7.2% to $260.2 million, over the same month last year.

Department stores led the increases, up 9.9% to $91.5 million; general-merchandise stores were up 21.2% to $41.2 million, and food stores up 9.7% to $28.1 million. Among other gainers were the radio-tv-phonographs-records category, up 21.2% to $17.4 million; passenger cars-new, up 57.1% to $15.6 million; airlines, up 3.6% to $7.8 million; banks and trust companies, up 1.4% to $4.5 million, and stock, bond and investment houses, up 29.6% to $1.26 million.

Losing categories included amusements, down 2.8% to $28.1 million; publishing and media, down 29.4% to $5.7 million; cigarets, down 2.4% to to $5.27 million; public service utilities and commissions, down 8.8% to $4.7 million; computer stores and supplies, down 4.4% to $3.8 million; computers, equipment and services, down 47.5% to $2.97 million; alcoholic beverages, down 7.1% to $1.99 million, and cameras, photo supplies and services, down 63.1% to $230,524.#

Care Bears to dish out ice cream

By JULIE FRANZ

Pierre's French Ice Cream, Cleveland, is testing a 30-second tv spot in northeast Ohio for its Care Bears Ice Cream, one of the greatest things in a pail since sand (AA, Oct. 17).

American Greetings' Those Characters from Cleveland and Pierre's teamed up to make Care Bears Ice Cream, a premium ice cream for children packaged in quart-and-a-half collectable plastic pails. Each pail depicts Care Bears creating the individual flavors, which include Peanut Buddy & Jam, Chewy Gooey Bubble Stuff, Cheer-ific Chocolate and Rockin' Rainbow. Suggested retail price is $3.29.

The tv spot shows candid photos of children enjoying the ice cream, set to "bold classical music," said Shelley Roth, Pierre vp. The commercial will break before Christmas in the remainder of Care Bears Ice Cream markets, airing in Saturday morning and after-school time slots. Care Bears Ice Cream also will be featured in ads for Pierre's French Ice Cream, the company's major product.

Radio, newspaper and couponing also support. Ads are handled in-house.

Distribution, which began in Cleveland and the Midwest, is going strong as the product fights for space in the overcrowded freezer case. Leaning on the success of the Care Bears name, the ice cream has gained distribution in Denver, Florida, Central Illinois, Michigan, Ohio and Seattle less than a month after its introduction, Ms. Roth said.

Pierre's is counting on Care Bears Ice Cream to help it expand distribution of it Pierre's French.

The Care Bear product is one of the first premium, novelty ice creams designed for children. Despite the abundance of cheaper ice cream alternatives, Pierre's thinks parents will pay more for an all-natural product for the children, said Jennifer Yutrzenka, marketing and advertising manager for Pierre's.#

Lapel Pins

- Premiums, Give-Aways, Membership, Fund-Raising, Traffic-Builders, Convention Swaps, etc.
- Your design custom-molded in 3 dimensions, beautifully decorated in full colors.
- Pin or clutch backs, Golf Ball Markers, Push Pins
- 3¢ to 20¢ ea. (min. 1000). Distributors invited.

FREE SAMPLES

Knobby Kraflers
P.O. Box 300A, Attleboro, MA 02703
Phone (617) 222-7272

Welcome to the Flatiron District

La Colombe d'Or
134 east 26th street, nyc 689-0666

Giacobazzi ads back under new importer

By WILLIAM F. GLOEDE

Yonkers, N.Y.—After picking up import rights to Giacobazzi wines six weeks ago, Park Benziger & Co. is breaking the brand's first radio ads in two years in New York, and it plans to return to tv early next year with a multimarket campaign.

Giacobazzi, when handled by Wine Imports Co., was supported by a $2.2 million spot tv campaign in 1982, the last year it was backed with any significant consumer advertising. The import rights went to Renfield Importers in 1983, when support dropped to $216,000 in magazines, according to Leading National Advertisers. In 1984, LNA shows no activity for Giacobazzi.

Despite the lack of support, the Italian brand held on to its No. 9 position in the imported table wine category, with depletions of 775,000 9-liter cases in 1984, according to the 1985 "Impact American Wine Market" review and forecast. But sales are falling; Park Benziger projects sales of 691,000 cases of white, red and rose' in 1985.

Beginning early next year, Park Benziger plans to restore consumer spending to 1982 levels, with ads slated for spot tv, radio, print and point of purchase. The company is presently in negotiations with an Italian actor who will promote the brand in a series of humorous tv and radio spots, according to Janda Lee, director of marketing and pr. She would not identify the actor.

Keller Haver Advertising, New York, already has created the radio spots and p.o.p. materials.#

Newspaper Advertising MRCS/SAU Inches

September 1985 vs. September 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	83,038	28,565	80,516	19,870
Beacon Journal (S)	121,023	19,766	95,031	10,452
Grand Total	204,061	48,331	175,547	30,322

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	168,513	52,235	155,071	34,516
Journal (E)	173,308	53,554	160,586	36,091
Journal & Constitution (S)	148,552	64,602	150,662	62,472
Journal & Constitution (Sat)	39,697	———	43,075	———
Grand Total	530,070	170,391	509,154	133,079

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News American (S)	38,440	10,257	42,372	2,968
News American (E)	33,972	4,078	37,858	4,284
Sun (M)	134,669	2,102	104,433	6,918
Sun (E)	94,004	2,102	83,240	6,908
Sun (S)	166,067	42,043	170,020	26,215
Grand Total	427,552	47,039	397,443	47,253

BERGEN COUNTY, NJ

Record (E)	140,210	16,132	134,168	12,979
Record (S)	168,416	35,210	163,036	27,203
Grand Total	308,626	51,342	297,204	40,182

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	31,389	———	30,768	———
Herald (S)	20,430	10,504	14,695	15,427
Globe (M)	145,494	11,234	123,435	9,402
Globe (S)	191,404	34,203	169,298	26,106
Grand Total	387,908	55,938	329,814	50,935

BUFFALO, NY

News (AD)	104,465	24,898	97,973	18,640
News (S)	69,226	26,159	51,926	24,067
Grand Total	173,691	51,057	149,899	42,707

CAMDEN, NJ

Courier-Post (E)	137,964	12,993	133,054	9,824
Courier-Post (S)	69,540	4,514	60,645	3,135
Grand Total	207,504	17,507	193,699	12,959

CHARLOTTE, NC

News (E)	61,297	———	62,307	———
Observer (M)	115,431	———	107,918	———
Observer (S)	77,733	———	80,219	———
Grand Total	254,461	———	250,444	———

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	117,193	6,467	115,676	11,431
Sun-Times (S)	84,796	23,851	84,247	18,254
Tribune (M)	137,431	37,196	144,143	199,178
Tribune (S)	140,139	100,480	115,941	78,980

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 5-7-85 to 9-29-85. Tribune All Day changed to Morning publication effective August 19, 1985.

CINCINNATI, OH

Enquirer (M)	144,788	5,551	141,944	6,812
Enquirer (S)	151,974	11,509	139,641	4,360
Post (E)	70,950	15,985	64,530	24,959
Grand Total	367,062	33,011	351,615	37,831

CLEVELAND, OH

Plain Dealer (M)	122,328	24,744	131,555	30,911
Plain Dealer (S)	126,510	10,265	122,819	4,963
Grand Total	248,849	34,909	254,374	25,874

DALLAS, TX

News (M)	269,753	19,049	245,632	14,861
News (S)	210,873	18,974	198,561	15,737
Times Herald (AD)	234,709	18,518	208,392	11,233
Times Herald (S)	160,782	10,930	157,908	25,147
Grand Total	875,247	61,520	820,533	66,978

DENVER, CO

Rocky Mt. News (M)	264,260	697	270,960	1,306
Rocky Mt. News (S)	102,980	1,520	105,951	———
Post (M)	169,379	2,410	171,140	9,218
Post (S)	138,237	2,612	140,614	3,146
Grand Total	684,864	7,639	688,957	13,670

DETROIT, MI

Free Press (M)	95,940	34,619	86,126	28,003
Free Press (S)	60,328	27,280	48,526	23,582
News (AD)	142,890	36,971	121,265	29,431
News (S)	102,477	30,733	102,850	20,456
Grand Total	406,635	129,603	360,767	100,932

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	107,583	———	124,514	———
Sun-Sentinel (M)	261,063	———	258,107	———
Grand Total	278,646	———	382,621	———

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	69,999	———	62,672	———
Journal Gazette (S)	75,926	———	70,425	———
News Sentinel (E)	60,122	———	75,243	———
Grand Total	226,047	———	208,340	———

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	80,959	120	76,387	———
Time (S)	74,624	———	60,362	———
Advocate (E)	97,749	2,601	92,626	467
Advocate (S)	77,154	———	60,575	———
Grand Total	330,486	2,924	289,950	467

HARTFORD, CT

Courant (M)	136,238	27,106	126,799	29,413
Courant (S)	100,281	132,538	103,018	124,898
Grand Total	236,519	159,644	229,817	154,311

HONOLULU, HI

Advertiser (M)	118,641	———	109,653	———
Star-Bulletin (E)	111,605	———	102,296	———
Star-Bulletin & Advertiser (S)	88,911	———	85,862	———
Grand Total	319,157	———	297,811	———

HOUSTON, TX

Chronicle (AD)	242,306	47,226	201,860	32,680
Chronicle (S)	154,972	40,537	164,675	39,262
Post (M)	156,331	52,044	199,267	37,881
Post (S)	89,314	33,775	92,768	26,306
Grand Total	642,923	153,577	751,170	135,529

LONG BEACH, CA

Press Telegram (M)	106,358	———	104,449	———
Press Telegram (S)	65,976	———	67,207	———
Grand Total	166,334	———	171,656	———

NOTE: Part run figures not available.

LONG ISLAND, NY

Newsday (E)	161,972	36,742	153,751	38,381
Newsday (S)	126,629	83,904	121,448	74,415
Grand Total	288,601	120,646	275,199	112,596

LOS ANGELES, CA

Times (M)	276,048	255,887	271,833	225,499
Times (S)	200,351	107,178	194,822	109,692
Herald Examiner (M)	64,725	12,878	49,071	13,253
Herald Examiner (S)	16,907	7,568	17,090	6,539
Grand Total	558,031	383,512	532,816	354,983

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	165,679	32,367	143,708	23,267
News (S)	88,250	3,518	97,043	5,242
Grand Total	284,158	35,885	254,749	28,509

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	205,175	———	191,365	———
Grand Total	205,175	———	191,365	———

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier-Journal (M)	90,391	38,069	91,296	30,813
Courier-Journal (S)	75,100	71,896	71,565	79,444
Times (E)	86,997	53,655	84,938	47,074
Grand Total	252,488	163,620	247,799	157,333

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	146,966	———	158,956	———
Herald (S)	102,926	———	110,156	———
News (E)	53,508	———	59,833	———
Grand Total	303,400	———	328,995	———

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	101,818	20,867	95,969	22,788
Star & Tribune (S)	163,004	5,324	159,785	2,227
Star & Tribune (Sat)	22,138	———	27,519	1,651
Grand Total	286,960	26,191	283,273	26,666

*NASHVILLE, TN

Banner (E)	106,128	———	89,609	———
Tennessean (M)	106,044	———	91,512	———
Tennessean (S)	105,141	———	87,366	———
Grand Total	317,313	———	268,477	———

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	82,056	———	———	———
Home News (S)	85,677	2,018	———	———
Grand Total	167,733	2,018	———	———

NOTE: 1984 figures not available.

NEW YORK, NY

Times (M)	159,605	13,751	148,110	13,945
Times (S)	238,204	127,569	222,963	118,742
News (M)	54,525	102,889	54,517	89,568
News (S)	43,985	105,963	38,217	96,734
Post (AD)	53,600	1,274	51,067	761
Grand Total	549,919	351,446	514,874	319,750

NEWARK, NJ

Star-Ledger (M)	192,433	4,398	178,579	4,546
Star-Ledger (S)	208,661	33,637	201,102	33,159
Grand Total	401,094	38,035	379,681	37,705

OAKLAND, CA

Tribune (M)	85,011	53,863	84,944	48,536
Tribune (S)	60,859	38,749	60,960	31,007
Grand Total	145,870	92,612	145,904	79,543

OCEANSIDE, CA

Blade-Tribune (E)	81,703	5,362	———	———
Blade-Tribune (S)	52,947	———	———	———
Grand Total	134,650	5,362	———	———

NOTE: 1984 figures not available.

ORANGE COUNTY, CA

Register (AD)	294,494	81,755	263,197	62,992
Register (S)	152,544	5,218	139,990	9,141
Grand Total	447,038	86,973	403,097	72,133

PHILADELPHIA, PA

Inquirer (M)	27,296	7,537	135,926	53,615
Inquirer (S)	19,088	8,752	144,357	50,768
News (E)	14,742	———	71,232	5,381
Grand Total	61,126	16,289	351,515	109,764

NOTE: Inquirer Morning and Sunday and News Evening did not publish September 2, 1985 through September 30, 1985 due to strike conditions.

*PHOENIX, AZ

Arizona Republic (M)	291,857	12,011	267,153	10,946
Arizona Republic (S)	176,457	———	166,832	———
Gazette (E)	280,759	11,935	250,214	11,078
Grand Total	749,073	23,946	694,199	22,024

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	80,035	10,141	87,823	9,137
Democrat & Chronicle (S)	84,732	32,869	82,492	18,704
Times Union (E)	64,201	12,521	72,212	12,193
Grand Total	228,988	55,551	242,527	40,034

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	216,182	18,039	206,322	13,421
Bee (S)	122,564	18,097	129,206	5,541
Grand Total	338,746	36,136	335,528	18,962

*ST. LOUIS, MO

Post-Dispatch (M)	98,369	31,196	98,193	32,346
Post-Dispatch (S)	144,977	———	136,793	———
Grand Total	243,346	31,196	234,986	32,346

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	85,553	———	75,970	———
Pioneer Press Dispatch (S)	119,927	———	117,684	———
Dispatch (E)	———	———	76,302	———
Grand Total	205,480	———	269,956	———

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition, Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 3, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express News (AD)	128,082	23,562	110,396	23,283
Express-News (S)	102,633	26,249	91,054	27,041
Express News (Sat)	38,416	———	50,073	———
News (E)	———	———	29,124	4,333
Light (AD)	117,560	30,538	105,887	29,831
Light (S)	107,540	22,211	90,926	35,979
Light (Sat)	33,174	———	43,057	———
Grand Total	527,405	104,560	515,517	120,467

NOTE: Express Morning and News Evening combined to one edition. Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984 Express Morning and News Evening published five days a week only.

Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	212,770	17,963	195,292	10,384
Union (S)	150,872	———	143,101	———
Tribune (E)	215,648	18,064	197,023	9,954
Grand Total	579,290	36,027	535,416	20,338

SAN FRANCISCO, CA

Chronicle (M)	117,247	63,600	121,492	49,366
Examiner (E)	174,240	62,806	117,878	49,179
Examiner & Chronicle (S)	91,526	47,858	85,469	52,401
Grand Total	343,013	174,264	324,839	150,945

SAN JOSE, CA

Mercury News (AD)	274,821	25,375	269,220	29,211
Mercury News (S)	177,405	———	175,084	———
Grand Total	452,226	25,375	444,304	29,211

SHREVEPORT, LA

Journal (E)	82,349	6,884	72,261	6,641
Times (M)	101,762	17,007	98,566	16,063
Times (S)	85,044	7,369	79,739	8,490
Grand Total	269,155	31,260	250,566	31,194

*STATE COLLEGE, PA

Centre Times (E)	70,039	7,860	76,368	4,065
Centre Times (S)	42,862	360	39,619	———
Grand Total	112,901	8,220	115,987	4,065

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	83,534	22,780	82,714	16,824
Herald American (S)	60,978	53,917	61,977	37,669
Post-Standard (M)	74,784	31,269	69,298	24,665
Grand Total	219,196	107,966	213,989	81,378

*TAMPA, FL

Tribune (AD&S)	307,753	88,325	302,038	80,816
Grand Total	307,753	88,325	302,038	80,816

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	104,857	———	98,222	———
Blade (S)	94,925	———	95,059	———
Grand Total	199,782	———	193,281	———

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	259,515	34,674	264,438	25,842
Post (S)	174,862	35,901	164,700	42,465
Grand Total	434,377	70,575	429,138	68,307
Alexandria Journal (M)	60,741	———	56,552	———
Prince George's Journal (M)	59,538	565	53,202	———
Montgomery Journal (M)	58,243	1,403	53,303	———
Fairfax Journal (M)	63,412	1,021	58,953	———
Arlington Journal (M)	60,784	———	56,915	———

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

*WEST PALM BEACH, FL

Post (M)	173,441	31,986	178,117	26,594
Times (E)	142,603	1,610	145,792	2,233
Post (S)	139,987	14,665	131,863	11,510
Grand Total	456,031	48,241	455,772	40,337

NOTE: Figures supplied by publisher to Media Records.

Times Evening published five days a week only.

WESTCHESTER/ROCKLAND, NY

Reporter Dispatch (E)	74,458	11,053	68,316	13,201
Reporter Dispatch (S)	99,357	18,888	81,436	17,980
Grand Total	173,815	27,941	149,752	31,181

WICHITA, KS

Eagle-Beacon (M)	107,960	———	103,998	———
Eagle-Beacon (S)	95,987	———	89,361	———
Grand Total	203,967	———	193,357	———

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page